



Scuola Superiore
Sant'Anna



PhD in Management

Title of the course: **High-Tech Business Venturing**

Lecturers: **Andrea Piccaluga** (picca@sssup.it) and **Alberto Di Minin** (alberto@sssup.it), Istituto di Management, Scuola Superiore Sant'Anna, Pisa

This course is developed in collaboration by five European universities (KU Leuven, Scuola Superiore Sant'Anna, TU München, University of Southern Denmark and University of Twente) and supported by Intel Corporate Affairs Europe with the aim to promote technology entrepreneurship among European students.

Short description of the course:

The course is designed to introduce all Scuola Superiore Sant'Anna PhD students (i.e. both social and experimental scientists) to the fundamental skills and tools regarding technology management in general and high-tech entrepreneurship in particular. Both management and S&T students are invited to participate, as well as students from Laws and Political Science. This will allow a multidisciplinary approach. Management students will benefit from knowing the scientific literature and from interaction with their S&T colleagues who will bring real experiences. S&T students are expected to enhance their skills and learn new tools that will be useful for their research and/or managerial and/or entrepreneurial careers. The course will include some "traditional" one-way teaching but will be mostly based on students' presentations and case study analysis.

Some external speakers (entrepreneurs, managers, consultants, etc.) will be also invited.

This course will provides students with a profound understanding on the role, analytics, and process of business planning that leads to the successful creation of a new business venture. They will learn how to rigorously prepare for the actual starting-up of either an internal venture or a new company. They will have to engage in all the important stages that precede the formal starting up: from idea generation, to feasibility analysis, to a fully conceived plan that maps out how the venture will operate and how it will create value.

Student commitment

Upon enrolling into this course, students commit to come to class prepared to comment on the required readings. During the first lecture students will be divided into study groups, which will deliver in-class presentations. Attendance is compulsory.

Schedule, topics, descriptions, readings

The course is divided into two parts. During the first five classes we will explore relevant theories from business studies that are useful to improve skills on innovation management and entrepreneurship. Discussion of these theories will be extremely applied; relevant experience of S&T students will be key to exemplify concepts that we will explore in class.

In the second parte of the course we will provide relevant practical tools that are going to be applied on the field.

The course will take place **on Fridays from 10 am to 1 pm**, in **Room 3** at **Polo Sant'Anna Valdera**, (Viale Rinaldo Piaggio, 34) in Pontedera, with the following calendar.

Date	Topic	Required Readings	Hours
Jan 17, 2014	Introduction to innovation and technology management		3
Jan 24, 2014	Open Innovation & open business models	Di Minin, A., F. Frattini, and A. Piccaluga. 2010. Fiat: Open Innovation in a Downturn (1993-2003). <i>California Management Review</i> , 52(3): 132-59. (Group 1 summarizes and Group 2 exemplifies) Chesbrough, H.W. 2007. Why companies should have open business models. <i>Mit Sloan Management Review</i> , 48(2): 22-28. (Group 3 summarizes and Group 4 exemplifies)	3
Jan 31, 2014	University-industry collaborations: why and how <i>Guest speaker: Prof. Riccardo Pierabissa (tbc)</i>	Etzkowitz, H. 1997. Innovation in innovation: the Triple Helix of university-industry.-government relations. <i>Social Science Information</i> , 42(3): 293-337. (Group 5 summarizes and Group 6 exemplifies) Kenney, M., Patton, D. 2009. Reconsidering the Bayh-Dole Act and the Current University Invention Ownership Model. <i>Research Policy</i> , 38(9): 1407–1422. (Group 7 summarizes and Group 8 exemplifies)	3
Feb 7, 2014	Market analysis and high-tech marketing	Christensen, C.M., and M. Overdorf. 2000. Meeting the challenge of disruptive change. <i>Harvard Business Review</i> , 78(2): 66-78. (Group 2 summarizes and Group 1 exemplifies) Slater, S., Mohr, J.J. 2006. Successful Development and Commercialization of Technological Innovation: Insights Based on Strategy Type. <i>The Journal of Product Innovation Management</i> , 23(1): 26-33. (Group 4 summarizes and Group 3 exemplifies)	3
Feb 14, 2014	Commodity trap and service	Chesbrough, H. The Case for Open Services Innovation: the commodity trap. <i>California</i>	3

	based business models	<i>Management Review</i> , 53(3): 5-20. (Group 6 summarizes and Group 5 exemplifies) Gawer, A., and M.A. Cusumano. 2008. How companies become platform leaders. <i>Mit Sloan Management Review</i> , 49(2): 28-35. (Group 8 summarizes and Group 7 exemplifies)	
Feb 21, 2014	IP Management Guest speaker: <i>Ing. Marco Celestino, ABM Pisa (tbc)</i>	Yoffie, D.B. 2005. Intellectual Property and Strategy. <i>Harvard Business School</i> , 2005 (April 7). <i>(only one short presentation by Group 1)</i> Oliver Alexy, P.C., Ammon Salter. 2009. Does IP strategy have to cripple Open Innovation? <i>Mit Sloan Management Review</i> (Fall): 71-77. <i>(only one short presentation by Group 3)</i>	3
Feb 28, 2014	Business planning <i>Guest Speaker: Dr. Matteo Faggin, TT Advisor (tbc)</i>		3
Mar 7, 2014	Entrepreneurship <i>Guest Speaker: A spin-off company</i>	Clayton Christensen's talk at the WEF in Davos 2013 <i>(only one short presentation by Group 2)</i> letter to the shareholders written by Mark Zuckerberg before the Facebook IPO <i>(only one short presentation by Group 4)</i>	3
Mar 14, 2014	Newcos: administration and taxes <i>Guest Speaker: Dr. Giuseppe Iannone (tbc)</i>	No Readings Assigned	3
March 21, 2014	Presenting your ideas to finance people <i>Guest speaker: Eng. Nicola Redi - TT Venture (tbc)</i>	Groups' presentations.	3

Final Examination

A final take-home exam will take place at the end of the course. Further details about the exam will be given at the beginning of the course.

Readings

Required readings will be distributed electronically by instructors.

References

You might be interested in reading the following references:

- Bianchi, Piccaluga (2012), *La sfida del trasferimento tecnologico. Le università italiane si raccontano*, Springer.
- Conti, Granieri, Piccaluga (2011), *La gestione del trasferimento tecnologico*, Springer.